

**M. A. DEGREE END SEMESTER EXAMINATION - JULY 2021****SEMESTER 2 : SOCIOLOGY****COURSE : 15P2SOCT07 : SOCIOLOGY OF MEDIA***(For Regular - 2020 Admission and Supplementary - 2019/2018/2017/2016/2015 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A****Answer any 8 (2 marks each)**

1. What is Cyber bullying?
2. Describe Television in 1950
3. Explain Agenda Setting Theory on media impact.
4. Describe Althusser's Structural Marxist approach
5. What is Cool Media according to Marshall Mc Luhan?
6. Define Connotation according to Ronald Barthes
7. Define Media fantasy
8. What is Electronic waste?
9. Define Information Technology
10. What are the major Acts and Constitutional enactments on media after Independence?
11. What is Section 43-A ITAA -2008?
12. What is meant by Democratic media?

**(2 x 8 = 16)****PART B****Answer any 7 (5 marks each)**

13. Describe the stages of historical development of television in relation with its technological advancement
14. What are the theories on Mass Media which explain the Perceptions on the Role and Influence of Mass Media?
15. Explain the relationship between media and technology
16. State the meaning of the usage 'Rhetoric of the Image' according to Ronald Barthes
17. Explain the concepts 'Hot and Cool Media' developed by Marshall Mc Luhan
18. Define the concept 'Technological Determinism of Media' and explain how the power of media is drastically influenced by technological enhancement according to Marshall Mc Luhan
19. Explain the 'Seggeration and Exclusion of people in Sructuration process' identified by Anthony Giddens
20. What are the personality disorders resulting from media addiction, especially entertainment media?
21. Describe the history of Printing Press in India
22. Mention what are the criminal acts which are un noticed and not made puishable under ITAA 2008

**(5 x 7 = 35)****PART C****Answer any 2 (12 marks each)**

23. Mass media has a pivotal role in the socio economic destiny of a society. Describe what happens to a society if mass media is misused
24. Explain the theoretical contributions of German Jewish intellectuals in the University of Frankfurt on media studies
25. What is the role of media in the development of Culture of a society? Substantiate your answer with examples from our own society
26. What are the negative tendencies which may be found in media which curb democracy and people's welfare? What are its after effects? Suggest remedies to overcome such dangers

**(12 x 2 = 24)**